ORDER

102150 Order / Rev: **Orders** Alt Order #: 06817867 DCCC Product Desc: KSNV Estimate: 1194 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev: 05/24/12 / 10/30/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: **Great American Media** Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW EOM/EOC Billing Cycle: Washington, DC 20007 Agency Commission: 15% Democratic Congressional Campaign Advertiser Name: A35+ New Business Thru: Demographic: Product Codes: PLI2 Order Separation: 00:05:00

Bill Plan

2011						
Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/22/12	122	\$86,200.00	\$73,270.00		

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	122	\$86,200.00	\$73,270.00	0.00
Totals	122	\$86,200.00	\$73,270.00	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	37%	\$86,200.00
Market	100%	\$232 972 97

Commetitive Chare	Share	Total
Competitive Share	Sitale	TOtal
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$55,913.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$37,275.68
KTUD	0%	\$0.00
KVVU	20%	\$46,594.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$6,989.19

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	: 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp	w/WagM	5-6a	MTWTF	:30	5	\$400.002	0.00 NM	5	\$2,000.00
					M-F 5-6a WakeUp	w/Wagners								
	1	WAKE L	JP WITH 1	HE WAGI	NERS									
		<u>Star</u>	t Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/1	16/12	10/22/12	MTWTF	-5	\$400.00	0.00						

Print Date: 10/30/12 17:16:38 Page 2 of 5

KSNV

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Ln	Ch Sta	rt End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV 10/16	5/12 10/22/12	M-F 5-6a WakeU M-F 5-6a WakeL	pw/Wa@M	5-6a	MTWTF	:30	5	\$400.002	0.00 NM	5	\$2,000.00
٧		TH THE WAG	NERS		5 .	D. I'						
We	<u>Start Date</u> ek: 10/16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$400.00	Rating 0.00						
		5/12 10/22/12	Wake Up Early V	•	430a-5a	MTWTS	:30	4	\$200.001	0.00 NM	4	\$800.00
	Start Date ek: 10/16/12	RLY W/THE V End Date 10/22/12	Weekdays MTWTS	Spots/Week 4	<u>Rate</u> \$200.00	Rating 0.00						
E 3	KSNV 10/1	6/12 10/22/12	M-F 6-7a WakeU		6-7a	MTWTF	:30	5	\$725.001	0.00 NM	5	\$3,625.00
٧	WAKE UP WI	TH THE WAG	M-F 6-7a WakeU NERS	ıp w/vvagners								
We	Start Date eek: 10/16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$725.00	Rating 0.00						
	KSNV 10/10	6/12 10/22/12	Today Show Today Show	CM	658a-9am	MTWTF~~	:30	14	\$900.001	0.00 NM	14	\$12,600.00
	Start Date 9ek: 10/16/12		<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u> \$900,00	Rating 0.00						
			News 3 Sunrise -	SATURIM	6a-7a	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
١	NEWS 3 AT S	SUNRISE	News 3 Sunrise	SATURDAY								
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 10/15/12 KSNV 10/2	10/21/12 0/12 10/20/12	Saturday Today	1 CM	\$375.00 7a-9am	0.00 S-	:30	2	\$625.001	0.00 NM	2	\$1,250.00
			Saturday Today						•			* 1,===144
3	SATURDAY 1 Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 10/15/12	10/21/12	S-	2		0.00			4075 004	5 00 NH (.
	KSNV 10/2 NEWS 3 AT 9	1/12 10/21/12 SUNRISE	News 3 Sunrise - News 3 Sunrise		6а-7а	S	:30	1	\$375.001	0.00 N M	1	\$375.00
	Start Date	e End Date	<u>Weekdays</u>	Spots/Week		Rating						
	ek; 10/15/12	10/21/12	S Sunday Today	1 CM	\$375.00 7a-8am	0.00 s	:30	2	\$500.002	0.00 NM	2	\$1,000.00
	TODAY ON S		Sunday Today Sunday Today	OW	7 a-0ai(1	3	.50	4	ψ300.002	0.00 14141	2	\$1,000.00
We	<u>Start Dat</u> eek: 10/15/12	e <u>End Date</u> 10/21/12	Weekdays S	Spots/Week 2	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
E 9	KSNV 10/2	1/12 10/21/12	News 3 Today W News 3 Today	/knd CM	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
1	NEWS 3 TOE		•									
We	<u>Start Dat</u> 9ek: 10/15/12		<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
E 10	KSNV 10/2	1/12 10/21/12	Chris Matthews 9 Chris Matthews		9:30a-10a	S	:30	1	\$500.002	0.00 NM	1	\$500.00
(HEWS SHOW		SpotoMaak	Poto	Doting						
We	<u>Start Dat</u> eek: 10/15/12		<u>Weekdays</u> S	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00	Rating 0.00						
			M-F Today Show M-F Today Show		9-10a	MTWTF	:30	10	\$425.001	0.00 NM	10	\$4,250.00
	TODAY SHO Start Dat		<u>Weekdays</u>	Spots/Week	Rate	Rating				·		
	eek: 10/16/12	10/22/12	MTWTF~~	10	\$425.00	0.00						
			M-F Today Show Today 4th Hour	/III4thBM	10am-11am	MTWTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
•	TODAY SHO Start Dat		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 10/16/12	10/22/12	MTWTF	5	\$325.00	0.00						
E 13	KSNV 10/1	6/12 10/22/12		CM	11am-12pm	MTWTF⊸⊷	:30	10	\$325.001	0.00 NM	9	\$2,925.00

Print Date: 10/30/12 17:16:39

KSNV

Page 3 of 5

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Break Start/End Time Ln Ch Start End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount Rachael Ray Rachael Ray RACHEL RAY Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/16/12 10/22/12 MTWTF--10 \$325.00 0.00 Description Start/End Time Spot Ch Date Range Weekdays Length Rate Rtg Type 3 KSNV 10/16/12-10/22/12 Rachael Ray 11am-12pm MTWThF----:30 (\$325.00) 0.00 NM Unresolved [NEWS INTERUPT - BIDEN IN TOWN] E 14 KSNV 10/16/12 10/22/12 Noon News CM 12-1230pm MTWTF--:30 5 \$425.001 0.00 NM \$1,700.00 Noon News **NEWS 3 AT NOON** Start Date End Date Spots/Week Rating Weekdays Rate MTWTF--Week: 10/16/12 10/22/12 5 \$425.00 0.00 Ch Date Range Description Start/End Time Weekdays <u>Length</u> Rate Rtg Type 3 KSNV 10/16/12-10/22/12 Noon News 12-1230pm :30 (\$425.00) 0.00 NM MTWThF----Unresolved [NEWS SPECIAL REPORT - BIDEN] :30 E 15 KSNV 10/16/12 10/22/12 The Agenda 1230pm CM \$325.001 0.00 NM 1230-1p MTWTF--5 5 \$1,625.00 The Agenda 1230pm NEWS 4: THE AGENDA Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF--\$325.00 0.00 E 16 KSNV 10/16/12 10/22/12 The Doctors CM MTWTF--:30 5 \$325.001 0.00 NM \$1,625.00 2pm-3pm 5 The Doctors THE DOCTORS Spots/Week Start Date End Date Weekdays Rate Rating MTWTF--\$325.00 10/22/12 0.00 Week: 10/16/12 5 E 17 KSNV 10/16/12 10/22/12 Dr. Phil CM 3-4p MTWTF--:30 \$450.001 0.00 NM \$2,250,00 Dr Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF---\$450.00 Week: 10/16/12 10/22/12 0.00MTWTF--E 18 KSNV 10/16/12 10/22/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm :30 \$725.001 0.00 NM 5 \$3,625.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--\$725.00 Week: 10/16/12 10/22/12 0.00 NEWS 3 at 4 (1 HOUR)CM \$725,001 0.00 NM E 19 KSNV 10/16/12 10/22/12 4-5pm MTWTF--:30 5 \$3,625.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) **NEWS 4 AT 430P** Weekdays Start Date End Date Spots/Week Rating Rate MTWTF---\$725.00 Week: 10/16/12 10/22/12 5 0.00 E 20 KSNV 10/16/12 10/22/12 M-F Early News CM 5-630p MTWTF--:30 5 \$1,200.001 0.00 NM \$6,000.00 5 M-F Early News **EARLY NEWS** Spots/Week Rating Start Date End Date Weekdays Rate 10/22/12 MTWTF~~ 5 \$1,200.00 0.00 Week: 10/16/12 СМ \$675,001 0.00 NM E 21 KSNV 10/20/12 10/20/12 Sa-Su Early News 5pm-630pm ----5-:30 \$675.00 Sa-Su Early News KSNV EARLY NEWS Weekdays Spots/Week <u>Rate</u> Rating Start Date End Date ----S-\$675.00 Week: 10/15/12 10/21/12 0,00 E 22 KSNV 10/16/12 10/22/12 M-F Jeopardy CM 630-7pm MTWTF--:30 4 \$1,300,001 0.00 NM \$5,200.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/16/12 10/22/12 MTWTF--0.00 4 \$1,300.00

Print Date: 10/30/12 17:16:39

KSNV

Page 4 of 5

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount E 22 KSNV 10/16/12 10/22/12 M-F Jeopardy CM 630-7pm MTWTF--.30 4 \$1,300.001 0.00 NM \$5,200.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rating Rate MTWTF--Week: 10/16/12 10/22/12 4 \$1,300.00 0.00Start/End Time **Description** Spot Ch Date Range Weekdays Length Rate Rtg Type 3 KSNV 10/16/12-10/22/12 M-F Jeopardy 630-7pm MTWThF----See MG 22.5 [PGM CHG = JEOP OR WHEEL IN PRIME] 4 KSNV 10/16/12-10/22/12 M-F Jeopardy 630-7pm MTWThF----:30(\$1,300.00) 0.00 NM See MG 22.6 [na debates] 5 KSNV 10/16/12-10/16/12 Jeopardy in PRIME M-SA 8-11p / SUN :30 \$1,300.00 0.00 NM -T----MG for 22.3 10/16 **INV CODE1** 6 KSNV 10/22/12-10/22/12 Jeopardy in PRIME M-SA 8-11p / SUN :30 \$1.300.00 0.00 NM (f) MG for 22.4 10/22 [INV CODE] E 23 KSNV 10/16/12 10/22/12 M-F Wheel CM 0.00 NM 7-730pm MTWTF-~ :30 5 \$1,300.001 5 \$6,500.00 M-F Wheel of Fortune WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating MTWTF--Week: 10/16/12 10/22/12 5 \$1,300.00 0.00 Description Start/End Time Rate Rtq Type Spot Ch Date Range <u>Weekdays</u> <u>Length</u> 1 KSNV 10/16/12-10/22/12 M-F Wheel 7-730pm MTWThF---:30(\$4,300.00) 0.00 NM See MG 23.7 [na debates] 2 KSNV 10/16/12-10/22/12 M-F Wheel 7-730pm MTWThF----:30(\$1,300.00) 0.00 NM See MG 23.6 [PGM CHG = JEOP OR WHEEL IN PRIME] 6 KSNV 10/16/12-10/16/12 Wheel of Fortune in PRIME M-SA 8-11p / SUN :30 \$1,300.00 0.00 NM (N) MG for 23.2 10/16 [INV CODE] 7 KSNV 10/22/12-10/22/12 Wheel of Fortune in PRIME M-SA 8-11p / SUN :30 \$1,300.00 0.00 NM MG for 23,1 10/22 [INV CODE] E 24 KSNV 10/20/12 10/20/12 Weekend Jeopardy/WheGM 630-730pm ------30 \$525,001 0.00 NM 2 \$1,050.00 WKND Jeop/Wheel JEOPARDY/ WHEEL OF FORTUNE Start Date End Date Weekdays Spots/Week Rate Rating ---S-Week: 10/15/12 10/21/12 \$525.00 0.00 E 26 KSNV 10/21/12 10/21/12 News 3 Live in Prime CM 7-10pm -----:30 2 \$1,600,002 0.00 NM 2 \$3,200.00 News 3 in Prime **NEWS AFTER NFL** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$1,600.00 0.00 ----S E 27 KSNV 10/21/12 10/21/12 LAW & ORDER (synd) REM SU 10-11P :30 2 \$900.002 0.00 NM 2 \$1,800.00 Law & Order (synd) PRIME LAW & ORDER Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$900.00 0.00 E 28 KSNV 10/16/12 10/22/12 M-F News 3 at Eleven MTWTF--:30 2 \$1,200.001 0.00 NM CM 11pm-1135pm 2 \$2,400,00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rating Rate MTWTF--0.00 Week: 10/16/12 10/22/12 2 \$1,200.00 E 29 KSNV 10/20/12 10/20/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----S-:30 1 \$1,100,001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----5-\$1,100,00 0.00

Print Date: 10/30/12 17:16:39

KSNV

Page 5 of 5

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Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E30 KSNV	10/16/12	10/22/12		CM	1135p-1237a	MTWTF	:30	8	\$500.001	0.00 NM	8	\$4,000.00
TONIOU	TOLIOUI	W/ JAY LE	Tonight Show									
TONIGH	1 SHOW	VVI JAY LE	ENO									
Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating				l l		
Week: 10/1		10/22/12	MTWTF~~	8	\$500.00	0.00				•		
N31 KSNV	10/21/12	10/21/12	NFL End of Game	BreakCM	1p-9p	S	:30	1	\$8,000.001	0.00 NM	1	\$8,000.00
			NFL End of Game	Break								
THE VOI	CE											
Start	Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/1	5/12	10/21/12	S	1	\$8,000.00	0.00						
									•	Totals	122	\$86,200.00